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Date: 14 June 2005

By: Laurie A. Torres
Laurie A. Torres

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of John Schlack

Conf. No.: 7949 : Group Art Unit: 2611
Appln. No.: 09/766,004 : Examiner: Demicco, Matthew R.
Filing Date: 19 JANUARY 2001 : Att'y. Docket No.: T721-21
Title: SYSTEM AND METHOD FOR DELIVERING STATISTICALLY
SCHEDULED ADVERTISEMENTS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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Each of the documents listed on the attached Information Disclosure Statement Citation Forms PTO/SB/08A and PTO/SB/08B may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

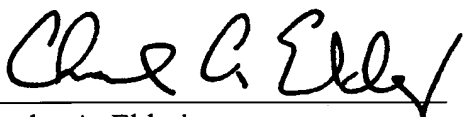
Application No. 09/766,004

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

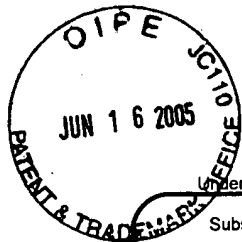
- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed.
- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$130.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



Date: June 14, 2005

Charles A. Eldering
Reg. No. 39,180
Technology, Patents and Licensing Inc.
6206 Kellers Church Road
Pipersville, PA 18947
(215) 766-2100



PTO/SB/08A (08-03)

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STATEMENT BY APPLICANT**

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Sheet 1 of 3

Complete if Known

Application Number	09/766,004
Filing Date	01/19/2001
First Named Inventor	Schlack, John
Art Unit	2611
Examiner Name	Demicco, Matthew R.
Attorney Docket Number	T721-21

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AG	US- 5231494	07/27/1993	Wachob; David E.	
	AH	US- 5319455	06/07/1994	Hoarty; W. Leo	
	AI	US- 5400166	03/21/1995	Huber; David R.	
	AJ	US- 5446919	08/29/1995	Wilkins; Jeff K.	
	AK	US- 5457562	10/10/1995	Tremblay; Gerard	
	AL	US- 5574860	11/12/1996	Perlman; Radia J.	
	AM	US- 5585858	12/17/1996	Harper; Gregory W.	
	AN	US- 5600366	02/04/1997	Schulman; Martin A.	
	AO	US- 5612742	09/29/1998	Morrison; Eric Fraser	
	AP	US- 5636346	06/03/1997	Saxe; Andrew N. G.	
	AQ	US- 5652615	07/29/1997	Bryant; Stewart Fredrick	
	AR	US- 5815671	09/29/1998	Morrison; Eric Fraser	
	AS	US- 6006257	12/21/1999	Slezak; Robert J.	
	AT	US- 6026369	02/15/2000	Capek; Peter George	
	AU	US- 6055510	04/25/2000	Henrick; Robert F.	
	AV	US- 6141010	10/31/2000	Hoyle; Martin David	
	AW	US- 6359902	03/19/2002	Putzolu; David M.	
	AX	US- 20020188943	12/12/2002	Freeman, Michael J. et al.	
		US-			

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
	BG	CA2164608	12/22/1994	HAMILTON		
	BH	CA2151458	02/24/2004	HENDRICKS		
	BI	EP1220542	07/03/2002	KAPLAN		
	BJ	WO0064166	10/26/2000	GORDON		
	BK	WO0069163	11/16/2000	ELDERING		
	BL	WO9955066	10/28/1999	ZETMEIER		

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Sheet 2

of 3

Complete if Known

Application Number	09/766.004
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Filing Date	01/19/2001
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First Named Inventor	Schlack, John
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Art Unit	2611
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Examiner Name	Demicco, Matthew R.
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Attorney Docket Number	T721-21
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		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
	BM	WO9717774	05/15/1997	PARK		

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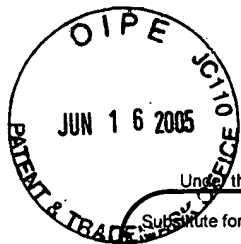
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Examiner Name	Demicco, Matthew R.
Attorney Docket Number	T721-21

Sheet	2	of	3
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	CC	AdLink Engineering, Ad insertion wiring diagrams, 1999, 17 pgs.	

Examiner Signature		Date Considered	
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